	EC'd Yes	Rep Order#
		6831873
		Ver# 1
		Ver# 1 Mod# 0 Status Confirmed
		Status
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Showing	La	Traffic Order# 104117
Showing Buylines: All Lines	Last Received:	
Lines	07/09/2012 6:04 AM	Printed:
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Station K: Advertiser Product Estimate# Fax# Bnyer Phone# KSNV-TV LAS VEGAS, NV.
er ( ) BERKLEY FOR SENATE
BERKLEY FOR SENATE 30SMICHAEL D'ETTORRE Agency C/P1/P2/E
Flight Dates
Hiatus Weeks Agency ( ) SHORR, JOHNSON, MAGNUS 1831 CHESTNUT ST. #602 PHILADELPHIA, PA 19103 //30S 08/28/2012 - 09/03/2012 Rep Firm Sales Office ( Salesperson ( Salesperson Phone# Salesperson FAX# 215-568-6540 215-568-1845

) PHILADELPHIA ) AMY MCCREARY

## — CONTRACT COMMENT —

BERKLEY FOR SENATE -30S SC=\*

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9A-10A	9A-10A Buyline Comment: NEWS	12P-1230P Buyline Comment: NEWS	r 12P-1230P Buyline Comment: NEWS	7A-9A Buyline Comment: TODAY	7A-9A Buyline Comment: TODAY	F 6A-7A Buyline Comment: NEWS	6A-7A Buyline Comment: NEWS	5A-6A Buyline Comment: NEWS	F 5A-6A Buyline Comment: NEWS	Time
. NIEGO	. NEWS	. NEWS	. NEWS	: TODAY	: TODAY	· NEWS	: NEWS	: NEWS	: NEWS	Program
:30	:30	:30	:30	:30	:30	:30	:30	:30	:30	Len
\$500.00	\$500.00	\$425.00	\$425.00	\$1,400.00	\$1,400.00	\$700.00	\$700.00	\$400.00	\$400.00	Rate
08/28-08/31	09/03-09/03	09/03-09/03	08/28-08/31	08/28-08/28	09/03-09/03	08/28-08/31	09/03-09/03	09/03-09/03	08/28-08/31	to to
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44	Н	fresh	42	Þ	<b>j1</b>	∞	12	2	∞     	Total Spots
\$2,000.00	\$500.00	\$425.00	\$1,700.00	\$1,400.00	\$1,400.00	\$5,600.00	\$1,400.00	\$800.00	\$3,200.00	Total Cost
									       	Daypart

Buyline Comment: NEWS

21 TU-F 630P-730P Buyline Comment: WH/JEP	20 M 630P-730P Buyline Comment: WH/JEP	19 M 730P-8P Buyline Comment: FACE	18 TU-F 730P-8P Buyline Comment: FACE	17. SU 730P-8P Buyline Comment: VEGAS INC	16 M 5P-630P Buyline Comment: NEWS	15 TU-F 5P-630P Buyline Comment: NEWS	14 TU-F 4P-430P Buyline Comment: NEWS	13 M 4P-430P Buyline Comment: NEWS	12 M 430P-5P Buyline Comment: NEWS	11 TU-F 430P-5P Buyline Comment: NEWS	LT Ln Day Time Program	Station KSNV-TV LAS VEGAS, NV.  Advertiser ( ).BERKLEY FOR SENATE  Product BERKLEY FOR SENATE  Estimate# 30S  Buyer MICHAEL D'ETTORRE  Phone#	Rep Order# 6831873 Ver# 1 Mod# 0 Statu EC'd Yes
												Agency ( ) 1831 CH PHILAT Agency C/P1/P2/E Flight Dates Hiatus Weeks	Status Confirmed
:30	:30	: 30	<u>:</u> 30	:30	:30	:30	: 30	:30	:30	:30	Len	( ) SHORR, JOHN 1831 CHESTNUT ST. PHILADELPHIA, PA 1/30S is 08/28/2012.	Traffic
\$1,000.00	\$1,000.00	\$800.00	\$800.00	\$375.00	\$1,000.00	\$1,000.00	\$700.00	\$700.00	\$700.00	\$700.00	Rate	) SHORR, JOHNSON, MAGNUS HESTNUT ST. #602 DELPHIA, PA 19103 E //30S E //30S 08/28/2012 - 09/03/2012	Traffic Order# 104117 Sho
08/28-08/31	09/03-09/03	09/03-09/03	08/28-08/31	09/02-09/02	09/03-09/03	08/28-08/31	08/28-08/31	09/03-09/03	09/03-09/03	08/28-08/31	Dates	GNUS 12	Prin Last Received: 07/ Showing Buylines: All Lines
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ļ.··*	l¬	ы	ь	Щ	Н	⊬	Ь	ji	<b>,</b>	Н	# of	lones	07/09/2012 9:14 AM :04 AM
œ	N	þæð	42	Н	Н	44	4	لمرا	Ц	۵.	Total Spots	) PHILADELPHIA ) AMY MCCREARY # 215-568-6540 215-568-1845	9:14 AM
\$8,000.00	\$2,000.00	\$800.00	\$3,200.00	\$375.00	\$1,000.00	\$4,000.00	\$2,800.00	\$700.00	\$700.00	\$2,800.00	Total Cost	LPHIA CREARY -6540 -1845	
											Daypart		2 of 4

	Fax# LT Ln Day Time Program	Estimate# 30S Buyer MICHAEL D'ETTORRE Phone#	Station KSNV-TV LAS VEGAS, NV. Advertiser ( ) BERKLEY FOR SENATE Product BERKLEY FOR SENATE	Rep Order# 6831873 Ver# 1 Mod# 0 Status Confirmed EC'd Yes
	Len Rate Dates	Agency C/P1/P2/E //30S Flight Dates 08/28/2012 - 09/03/2012 Hiatus Weeks		Traffic Order# 104117 Showi
	Spots/Week # of Total Total Cost Weeks Spots	Salesperson Phone#         215-568-6540           Salesperson FAX#         215-568-1845	Rep Firm Sales Office ( ) PHILADELPHIA Salesperson ( ) AMY MCCREARY	Printed: 07/09/2012 9:14 AM  Last Received: 07/09/2012 6:04 AM  ing Buylines: All Lines
	st Daypart			3 9 <u>1</u> 4

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SA-SU

11P-1135P

:30

\$1,100.00

09/01-09/02

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\$2,200.00

Buyline Comment: NEWS

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26	25	24	23
SA	SU	M Bu	TU-F Bu
7A-9A	1130P-12A Buyline Comment: SPORTS NIGHT	11P-1135P Buyline Comment: NEWS	E 11P-1135P Buyline Comment: NEWS
:30	:30	:30	:30
\$625.00	\$200.00	\$1,100.00	\$1,100.00
09/01-09/01	09/02-09/02	09/03-09/03	08/28-08/31
2	н	<b>⊢3</b>	4.
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Ю	Н	↦	42
\$1,250.00	\$200.00	\$1,100.00	\$4,400.00

## -REPORT TOTALS-

Buyline Comment: SAT TODAY

Report Totals: 73 / \$53,950.00

## -SALES MONTHLY TOTALS-

Sales Totals: 73 / \$53,950.00 Station Totals: 73 / \$53,950.00 Sep 12: 73 / \$53,950.00

	Market Totals \$	—COMPETITIVE—	Lines not sent/rcld/rtrn: 0 / \$0.00
	110,102		
KTNV	CATV		
15%	0%		
KTUD	KBLR		
%	%		
RVCW	KINC		
2%	%		
	16% KTUD 0% KVCW	\$110,102 CATV 0% KBLR 0% KINC KTNV 16% KTUD 0% KVCW	Market Totals \$110,102 CATV 0% KBLR 0% KINC

KLAS

.00%

KSNV

13%

## —COMPETITIVE COMMENTS—

NEW ORDER

EST~SHARES BASED ON SEVERAL ORDERS

Estimate# 30S Buyer MICHAEL D'ETTORRE Phone# Fax#	Station KSNV-TV LAS VEGAS, NV. Advertiser ( ).BERKLEY FOR SENATI Product BERKLEY FOR SENATE	Rep Order# 6831873 EC'd Yes
ORRE	AS, NV. Y FOR SENATE ENATE	Ver# 1 Mod# 0 Status Confirmed
Agency C/P1/P2/E //308 Flight Dates 08/28/20 Hiatus Weeks	<b>Agency</b> ( 1831 РНП	Status Confirmed
<b>2/E</b> //30S 08/28/2012 - 09/03/2012	( ) SHORR, JOHNSON, MAGNUS 1831 CHESTNUT ST. #602 PHILADELPHIA, PA 19103	Traffic Order# 104117 Prix Last Received: 07/ Showing Buylines: All Lines
Salesperson Phone# Salesperson FAX#	Rep Firm Sales Office ( Salesperson (	<b>Printed:</b> 07/09/2012 9:14 AM 07/09/2012 6:04 AM II Lines
5# 215-568-6540 15-568-1845	) PHILADELPHIA ) AMY MCCREARY	)12 9:14 AM

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Books Demos

JUL12 RA35+